



SOCIAL NETWORKING POLICY

PM-62-22

Section: 62-00, MISCELLANEOUS PERSONNEL POLICIES

I. PURPOSE & SCOPE

The purpose of this policy is not to restrict the flow of useful and appropriate information, but to minimize the risk to the City of Memphis Government [hereinafter "the City"] and its employees. The City recognizes the growing importance of online social media networks as a communication tool and respects the right of employees to use these mediums during their personal time. Use of these mediums during company time or on company equipment, however, is prohibited.

In general, employees who participate in social media are free to publish their own personal information without censorship by the City. Employees must avoid posting information that could place the City at competitive or legal compliance risk.

All employees are responsible for maintaining the City's positive reputation and presenting the City in a manner that safeguards its reputation, employees, managers and shareholders.

If an employee chooses to identify him or herself as a City employee on any social media network, he or she must state in clear terms that the views expressed are the employee's alone and that they do not reflect the views of the City. Employees are prohibited from acting as a spokesperson for the City or posting comments as a representative of it.

There are some types of information employees are not permitted to discuss or display online, including information that is confidential or proprietary to the City, or to a third party that has disclosed information to it.

For example:

1. Information about or identifying co-workers; its customers, partners, vendors, and suppliers; or
2. The City intellectual property such as drawings and/or designs, software, ideas, and innovation.
3. Statements disparaging the City, its employees or citizens in the community it serves.
4. The City's logo on any social media network without permission. Also, images of co-workers and the City premises and property.



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5. Statements, comments, or images referencing illegal drugs, criminal activity, or profanity that could be considered obscene.
6. Statements, comments, or images that disparage any race, religion, gender, sexual orientation, disability, or national origin. Also, any communication that engages in personal or sexual harassment, unfounded accusations, or remarks that would contribute to a hostile work environment (racial, sexual, religious, etc.). As well as, any behavior not in agreement with the City's Standards of Ethical Conduct Policy or general policies.

Nothing in this section shall be interpreted or applied as limiting an employee's right to engage in protected concerted activity as provided by the National Labor Relations Act.

II. THE CITY SOCIAL MEDIA PRESENCE

The City maintains a presence on social media sites that are deemed appropriate for informing the public. These pages are maintained by Information Services; however, employees are encouraged to participate on these pages while representing themselves personally, following the guidelines above.

Employees will be subject to discipline for any social media posting that the City determines is detrimental to it. Employees will be held responsible for the disclosure, whether purposeful or inadvertent, of confidential or proprietary the City information, information that violates the privacy rights or other rights of a third party, or the content of anything posted on any social media. Further, employees may be liable for monetary damages for such disclosure.

III. EMPLOYEE WEB SITES/BLOGS

- Anything posted on an employee's web site or blog is subject to all other the City policies, rules, regulations, and guidelines.
- The City is free to view and monitor an employee's website or web log at any time without consent or previous approval.

IV. VIOLATION OF POLICY

The nature of any social media posting and degree of harm to the City will be factors in determining whether discipline will be imposed and the severity of any such discipline, up to and including termination of employment.